

# LYNCHBURG CITY COUNCIL

## Agenda Item Summary

MEETING DATE: **February 24, 2004 Work Session**

AGENDA ITEM NO.: 3

CONSENT:

REGULAR: **X**

CLOSED SESSION:

(Confidential)

ACTION:

INFORMATION: **X**

ITEM TITLE: **Sign Ordinance Revisions**

RECOMMENDATION: Discuss the Sign Ordinance revisions proposed by the Sign Committee

SUMMARY: Upon the completion of the Comprehensive Plan, City Council directed staff to revisit our Sign Ordinance. Subsequently, staff formed a Sign Committee with representatives of the various stakeholders in the City regarding signs.

SYNOPSIS: For the past several years, citizens, developers, businesses owners, and City officials have expressed a need to update the City's sign ordinance. They have seen signs in other localities (and even in Lynchburg) that are appropriately scaled and designed and wish to see our ordinance revised accordingly. An important component of the development of the Comprehensive Plan was a Community Character Survey. During three separate public forums, citizens viewed various images of signs, landscaping, building designs, etc. and rated them on a scale of -5 to +5. The results indicated that citizens prefer signs that are lower in height and smaller in area than the current ordinance allows. Chapter 6 of the Comprehensive Plan, which City Council approved in September 2002 addresses issues regarding "Design, Character, and Quality." Shortly after approval of the Comprehensive Plan, City Council directed staff to develop a revised ordinance for Council's consideration.

In May 2003, staff formed a Sign Committee comprised of local business representatives, designers, etc. The members are: Gary Case of Gary Case & Co. Real Estate, Tony McBride of McBride Signs, Tom Aud of the Chamber of Commerce, Bob Davenport of the Industrial Development Authority, Wayne Dahlgren of the Planning Commission, Jim Vernon of Craddock Cunningham Architectural Partners, Kirtis Webb of Kirtis Kwik Signs and Bruce Signs, and three City staff; Rachel Flynn, Tom Martin and Art Tolley with Community Planning & Development.

We reviewed the ordinances of several other localities in Virginia, met with City/County officials and toured other localities to better understand the successes and challenges of their ordinances. We reviewed the Comprehensive Plan 2002-2020 section 6 entitled "Design, Character & Quality" and the Community Character Survey that specifically address such issues as sign design and scale and their impact on the streetscape and the overall community. The committee discussed at length the need to have order, consistency, and elimination of clutter in sign design and scale, while ensuring that businesses could adequately advertise. In the end, numerous compromises were made amongst committee members to balance aesthetic and business needs.

PRIOR ACTIONS: July 9, 2002 – Staff makes a sign presentation at a Council Work Session and receive direction from Council to proceed with Sign Ordinance revisions.

May 2003 – November 2003: Sign Committee is formed and creates proposed sign ordinance.

CONTACTS: Rachel Flynn – 455-3902 and Tom Martin – 455-3909

ATTACHMENTS: Summary Chart of proposed changes

REVIEWED BY: lkp

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
<b>TEMPORARY SIGNS</b> RC, R1, R2, R3, R4, R5  <i>EXISTING ORDINANCE</i>	Portable signs: 30 days max per year  Banners: 32 SF (see "Other" column)		8' setback from street line		One per street abutment	No	Banner display period limited to sixty days. Banner must be removed for thirty days before the next display period is permitted.
<i>PROPOSED ORDINANCE</i>	No portable trailer signs or reader boards. Banners only, as follows: 24 SF on street or 32 SF on building		8' setback from property line		<i>no changes</i>	<i>no changes</i>	Banner may be displayed four times per calendar year. Each display period limited to thirty days. Banner must be removed for thirty days before the next display period is permitted.
<b>TEMPORARY SIGNS</b> (B1-B6)  <i>EXISTING ORDINANCE</i>	Portable signs: 30 days max per year  Banners: 32 SF (see "Other" column)		8' setback from street line		One per street abutment	No	Banner display period limited to sixty days. Banner must be removed for thirty days before the next display period is permitted.
<i>PROPOSED ORDINANCE</i>	No portable trailer signs or reader boards. Banners only, as follows: 24 SF on street or 32 SF on building		8' setback from property line		<i>no changes</i>	<i>no changes</i>	Banner may be displayed four times per calendar year. Each display period limited to thirty days. Banner must be removed for thirty days before the next display period is permitted.
<b>TEMPORARY SIGNS</b> (I1-I3)  <i>EXISTING ORDINANCE</i>	Portable signs: 30 days max per year  Banners: 32 SF (see "Other" column)		8' setback from street line		One per street abutment	No	Banner display period limited to sixty days. Banner must be removed for thirty days before the next display period is permitted.
<i>PROPOSED ORDINANCE</i>	No portable trailer signs or reader boards. Banners only, as follows: 24 SF on street or 32 SF on building		8' setback from property line		<i>no changes</i>	<i>no changes</i>	Banner may be displayed four times per calendar year. Each display period limited to thirty days. Banner must be removed for thirty days before the next display period is permitted.

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
<b>PERMANENT SIGNS</b> in RC, R1, R2, R3, R4, R5  <b>EXISTING ORDINANCE</b>	Ground: 1 SF  Wall: 1 SF				One per street abutment	No	Club, lodge, community center signs - 4 SF  Church and school signs - 18 SF
<b>PROPOSED ORDINANCE</b>	<i>no changes</i>				<i>no changes</i>	<i>no changes</i>	<i>no changes</i>
<b>B1</b>  <b>EXISTING ORDINANCE</b>	Ground sign: 40 SF  Ground sign for group of buildings: 40 SF + 9 SF for each additional tenant - maximum 72 SF  Wall sign: 40 SF	15 feet	2 foot setback	Wall, no roof mounted	One ground and/or one wall sign per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.  No neon permitted	Separate letters for a business may be on top side of a marquee or top side of wall.  Letters not over 24"
<b>B1</b>  <b>PROPOSED ORDINANCE</b>	Ground sign: 18 SF  Ground sign for two or more businesses/buildings 18 SF + 4 SF for each additional tenant above two - maximum 32 SF  Wall sign: 24 SF	10 feet	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>
<b>B2</b>  <b>EXISTING ORDINANCE</b>	Ground sign: 60 SF  Ground sign for group of buildings: 60 SF + 12 SF for each additional tenant - maximum 108 SF  Wall sign: 25 SF + 1 SF per linear foot of wall - maximum 100 SF	15 feet	2 foot setback	Wall, no roof mounted	One ground and/or one wall per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.  No neon permitted	Separate letters for a business may be on top side of a marquee or top side of wall.  Letters not over 24"

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
<b>B2</b>  <b>PROPOSED ORDINANCE</b>	Ground sign: 18 SF  Ground sign for two or more businesses/buildings 18 SF + 4 SF for each additional tenant above two - maximum 32 SF  Wall sign: 24 SF	10 feet	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>
<b>B3</b>  <b>EXISTING ORDINANCE</b>	Ground sign: 100 SF  Ground sign for area as a whole (shopping center, etc.) 150 SF  Wall sign: 50 SF + 2 SF per linear foot of wall - no maximum SF	24 feet	no setback	Wall, no roof mounted	One ground and/or one wall sign per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.  No neon permitted	Separate letters for a business may be on top side of a marquee or top side of wall.  Letters not over 24"
<b>B3</b>  <b>PROPOSED ORDINANCE</b>	Ground sign: 50 SF 66 SF w/ reader board. Reader board max. 22 SF and must be attached to sign  Ground sign for business/shopping center > 100,000 SF: 100,000 - 200,000 SF center: 75 SF + 16 SF reader board > 200,000 SF center: 100 SF + 16 SF reader board  Wall sign: <200' from street: 25' + 1SF per LF - maximum - 100 SF >200' from street: 25' + 2SF per LF - maximum - 150SF	15 feet	2 foot setback	<i>no changes</i>	<i>no changes</i>	Same as above with the following exception:  Neon only permitted in channel enclosures	Same as above plus the following:  Poles signs to have skirt around pole. Color of skirt to be coordinated with sign and/or building, whichever creates a more harmonious look on the streetscape.  New shopping centers to have unified and coordinated wall signs.
<b>B4</b>  <b>EXISTING ORDINANCE</b>	Ground sign: 100 SF  Ground sign for area as a whole (shopping center, etc.) - 150 SF  Wall: 50 SF + 2 SF per linear foot of wall - no maximum SF	24 feet		Wall, no roof mounted	One ground and/or one wall per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.  No neon permitted	No sign shall project more than 15" beyond face of building

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
<b>B4</b>  <b>PROPOSED ORDINANCE</b>	Ground: 32 SF monument signs only @ 7' ht.  Wall: Buildings 1-5 stories: 50 SF. For each add'l story: may add 12 SF to sign per story above 5 stories. Individual letters only, no roof mount, signs painted on storefront window(s) or inside store (within 1' of window) count toward SF requirements.	7 feet		<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	No perpendicular sign shall project more than 3' beyond face of building  Address/ID sign - 4SF does not count toward wall or ground sign  All sign designs must be approved by Secretary of the Historic Preservation Commission.
<b>B5</b>  <b>EXISTING ORDINANCE</b>	Ground sign: 100 SF  Ground sign for area as a whole (shopping center, etc.) - 150 SF  Wall: 50 SF + 2 SF per linear foot of wall - no maximum SF	24 feet	no setback	Wall, no roof mounted	One ground and/or one wall sign per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.  No neon permitted	
<b>B5</b>  <b>PROPOSED ORDINANCE</b>	Ground sign: 50 SF 66 SF w/ reader board. Reader board max. 22 SF and must be attached to sign  Ground sign for business/shopping center > 100,000 SF: 100,000 - 200,000 SF center: 75 SF + 16 SF reader board > 200,000 SF center: 100 SF + 16 SF reader board  Wall sign: <200' from street: 25' + 1SF per LF - maximum - 100 SF >200' from street: 25' + 2SF per LF - maximum - 150SF	15 feet	2 foot setback	no changes	no changes	Same as above with the following exception:  Neon only permitted in channel enclosures	Poles signs to have skirt around pole. Color of skirt to be coordinated with sign and/or building, whichever creates a more harmonious look on the streetscape.  New shopping centers to have unified and coordinated wall signs.
<b>B6</b>  <b>EXISTING ORDINANCE</b>	75 SF + 16 SF reader board  >200,000 SF center: 100 SF + 16 SF reader board	Letters and symbols maximum 12" height	No free standing signs	Wall, no roof mounted	One per street/parking lot abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.  No neon permitted	No sign shall project more than 4' beyond face of building

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
<b>B6</b>  <b><i>PROPOSED ORDINANCE</i></b>	Ground: 32 SF monument signs only @ 7' ht.  Wall: Buildings 1-5 stories: 50 SF. For each add'l story: sign may increase 20% per story Individual letters only, no roof mount, signs painted on storefront window(s) or inside store (within 1' of window) count toward SF requirements.	7 feet	Free standing signs permitted -- shall be monument sign @ 7' height max.	no changes	no changes	no changes	No perpendicular sign shall project more than 3' beyond face of building  Address/ID sign - 4SF does not count toward wall or ground sign  All signs must be approved by the Secretary of the Historic Preservation Commission.
<b>I-1</b>  <b><i>EXISTING ORDINANCE</i></b>	Ground: 1 SF for each 5 LF of public road frontage - maximum 100 SF  Wall: Same as B1	15 feet	2 foot setback	No roof mounted	One per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.	Separate letters for a business may be on top side of a marquee or top side of wall.  Letters not over 24"
<b>I-1</b>  <b><i>PROPOSED ORDINANCE</i></b>	Ground: 1 SF for each 5 LF of public road frontage, Maximum 66 SF  Wall: Same as B-1	10 feet	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	no marquee regulations
<b>I-2</b>  <b><i>EXISTING ORDINANCE</i></b>	Ground: 1 SF for each 5 LF of public road frontage, Maximum 100 SF  Wall: Same as B1	15 feet	2 foot setback	No roof mounted	One per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.	Separate letters for a business may be on top side of a marquee or top side of wall.  Letters not over 24"
<b>I-2</b>  <b><i>PROPOSED ORDINANCE</i></b>	Ground: 1 SF for each 5 LF of public road frontage, Maximum 66 SF  Wall: Same as B-1	10 feet	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	no marquee regulations
<b>I-3</b>  <b><i>EXISTING ORDINANCE</i></b>	Ground: 1 SF for each 5 LF of public road frontage, Maximum 100 SF  Wall: Same as B1	15 feet	2 foot setback	No roof mounted	One per street abutment	Lights enclosed in the sign and shaded. Only white illumination and no flashing light.	Separate letters for a business may be on top side of a marquee or top side of wall. Letters not over 24"  Billboards permitted

ZONING CATEGORY	SIZE (Square Feet)	HEIGHT	LOCATION (Free Standing)	LOCATION (Wall Mounted)	QUANTITY	ILLUMINATION	OTHER
I-3 <i>PROPOSED ORDINANCE</i>	Ground: 1 SF for each 5 LF of public road frontage, Maximum 66 SF  Wall: Same as B-1	10 feet	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	<i>no changes</i>	no marquee regulations
OTHER	Subdivisions: Sign at main entry - monument style only 32 SF maximum, 7' height						
OTHER	Ballons, penants, streamers, and inflatables are prohibited  Flags (24 SF max) permitted as follows: one US flag, one VA flag, one non-commercial flag. SF not to count toward sign SF maximum. One commercial flag permitted (24 SF max), which counts toward sign SF maximum.						
OTHER	Banners on light poles: Non-commercial banners only. Displays limited to seasonal, public events, or a neighborhood location.						
OTHER	All signs require a building permit prior to installation. Any sign with lighting must comply with UL standards. See building code for details.						
OTHER	When existing signs are replaced or consolidated, the maximum total sign surface area of the replacement or consolidated sign shall be: 1) In compliance with the current zoning ordinance OR 2) Thirty (30) percent less than the total sign surface area of the signs being replaced or consolidated, whichever is greater. Does not include refacing where the sign cabinet and pole remain.						
OTHER	Neon on buildings: One strip of neon may be applied to the entire width of one façade of the building that faces the street or parking lot serving said building. The strip of neon may wrap around the two adjoining façade sides -- but not exceed 25% of the length of each adjoining facade.						
OTHER	Interior signs behind glass: Any sign within 12" of glass will count toward exterior wall sign size maximum. Signs may not cover more than 25% of the glass area.						